How to Get Your F2P Game Greenlit in 2016

Being a brief Powerpoint of Suggestions
by Demetri Detsaridis, a guy who has both pitched a bunch of F2P games and had a bunch pitched to him.

WHO I AM & WHY YOU SHOULD BELIEVE ME



Demetri Detsaridis

Managing Director, Experiment 7

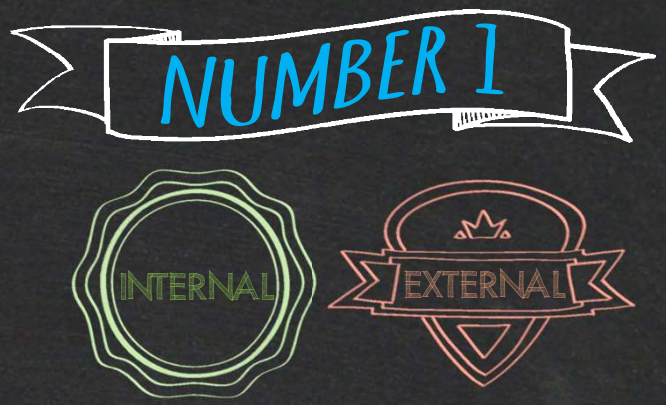
Executive Producer, Snow Cannon Games

And, just as importantly...

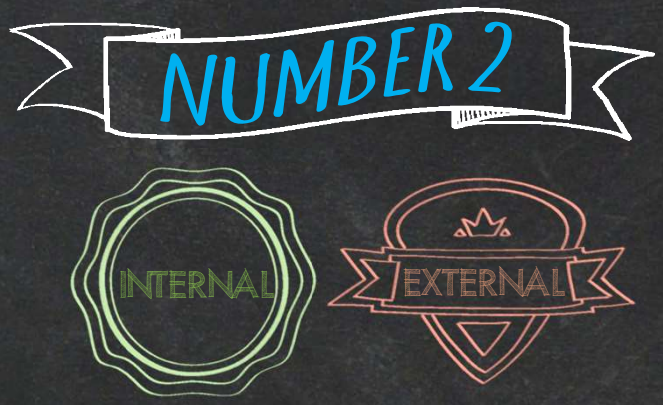
- Former GM, Zynga New York
- Former GM, Area/Code
- Consultant on a lot of games I wish I was allowed to tell you the names of, but believe me you'd totally know them by name.


the TOP FIVE
THINGS TO DO

Answer this question: "Why are people going to stop playing Clash of Clans, League of Legends or Rocket League to play this game?"



* Mature markets heavily favor incumbents. You have to design and plan specifically to address the competition's weak spots.
* New players cannot be your only target, so what's going to lure people away from their favorites?

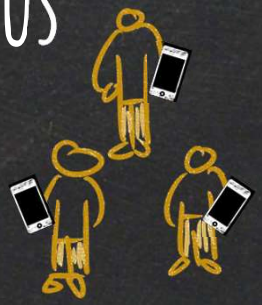


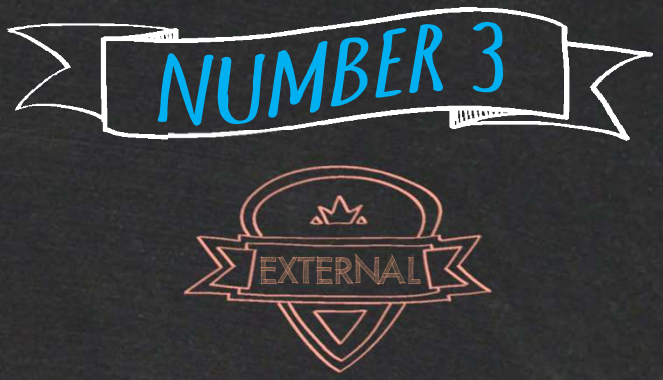
Know that your Monetization Design is as important as (and should be created alongside) your game design!



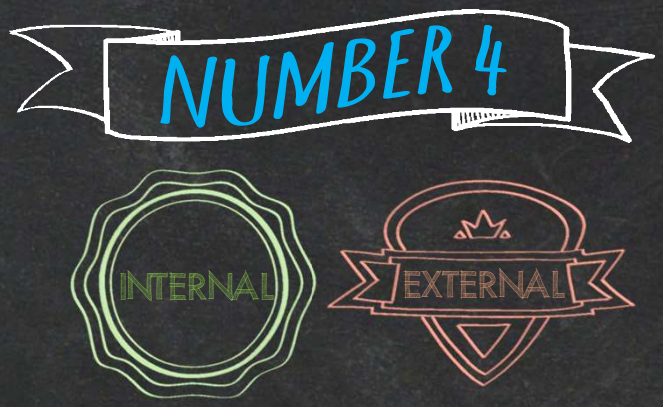
* Monetization systems that seem like features (think LoL and Hearthstone) take time, effort and expertise. Don't shortchange them.
* A pitch that includes a fleshed-out monetization design is the price of admission to the F2P greenlight process in 2016.

Lean on your team's tremendous depth of F2P Experience





* It goes without saying that in order to do this, your team must actually HAVE a tremendous depth of F2P experience.
* Stress how the problems you're likely to face on this title resemble those your experts solved while working on <their last awesome F2P smash hit>



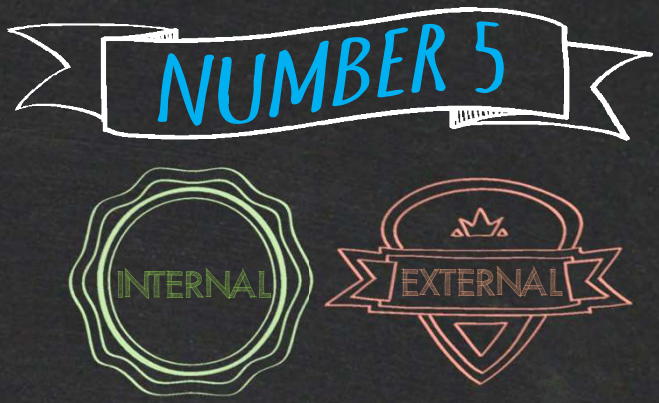
Model everything you can. Right now. Use real comps and be ready to share your math!



* Anyone in a position to greenlight an F2P game is going to be able to understand your models. Make them awesome and show them off!
* Think of your model as a Pre-Mortem report: it's not an audition, it's a chance to frame your game as a realistic, quality investment.

Have a plan for success. Know how your design and tech will evolve as the game scales.





* People will burn through your content so fast your head will spin. What's in there for elder players? The struggle is real.
* Your cadence needs are knowable via your model. Plan for those new systems and content from day 1 and mention that plan early & often.

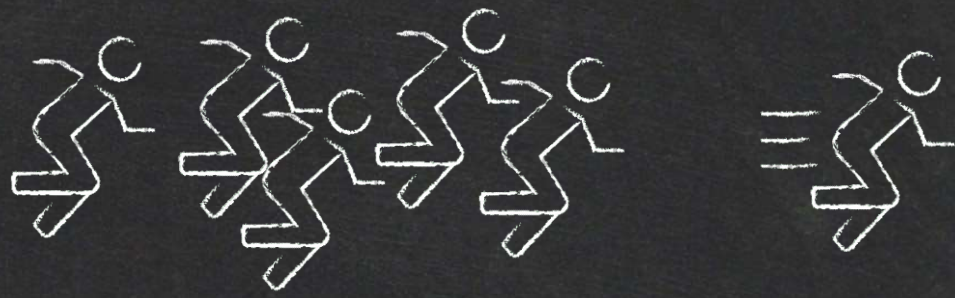

the BOTTOM FIVE
THINGS TO
TOTALLY NOT DO







There is no such thing as a "Fast Follow" in 2016

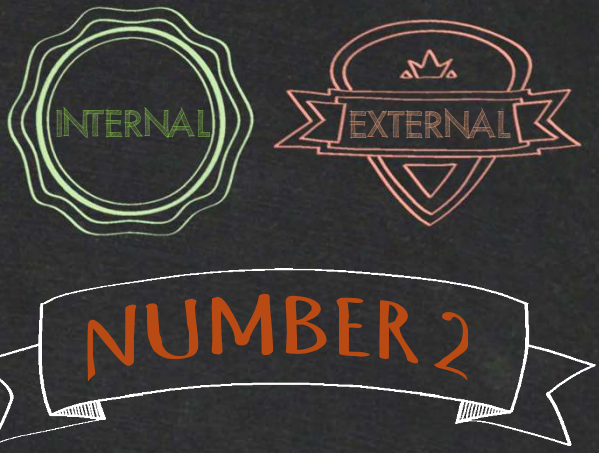


* Given current audience demands, fast following today's #1 would mean delivering a bad game in a competitive time frame or a polished game a year too late. Don't do either.
* There are exceptions (smaller markets, etc.) but...seriously, don't.

COMPING ACROSS PLATFORMS:
IT'S A FOOL'S ERRAND



IOS PS4

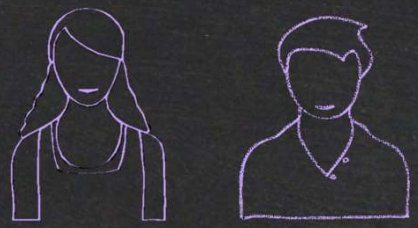


* IT'S GOING TO BE VERY TEMPTING...ESPECIALLY IF YOU'RE TRYING TO BREAK A NEW GENRE ON A GIVEN PLATFORM. STAY STRONG!
* THIS ONE SEEMINGLY-INNOCENT BEHAVIOR WILL GET YOU CALLED OUT BY PUBLISHING EXECS MORE OFTEN THAN ANYTHING ELSE I'VE SEEN.





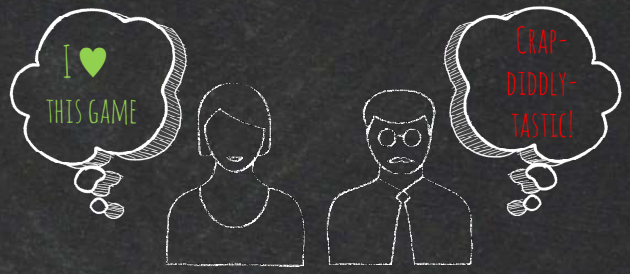
It's not too soon to hire that PM. For Real.

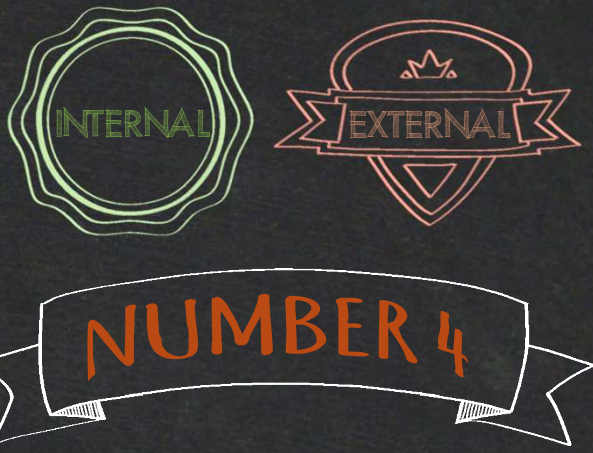


It's Day 3, do you know where your PMs are?

* Who did you think would do all of that modeling we just talked about? And who's going to have time to hire a PM at the last minute?
* Making the call to create an F2P game means that you need dedicated Product people early and often. Switch-hitting does not count.

"Everybody" is not a market segment. Don't forget who you're designing the game for.





* Without a target (even a stand-in) your pitch is going seem like it lacks a creative center.
* Make sure your title is a match for the players your publisher has ...or the ones it wants.



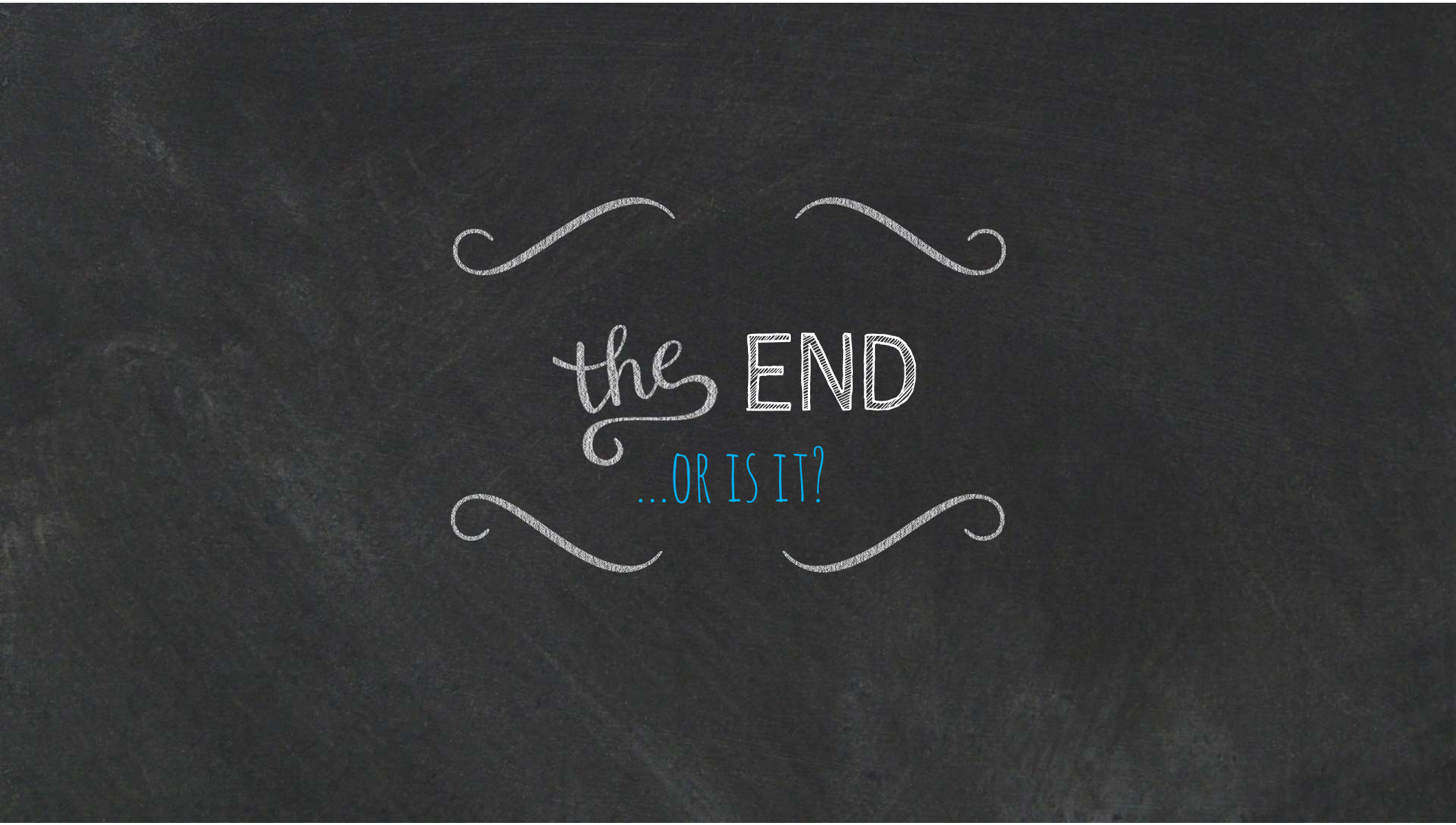


Your game is not about solving F2P's Internet reputation problem



Our Beloved Customers

* There are F2P games with great reps. This isn't the holy grail.
* Hardcore gamers will love it? Great. Now move on, that doesn't need to the be core of your pitch because it probably won't be the core of your audience.


the END
...OR IS IT?

BONUS ROUND

1. Demos are mandatory now

- If you don't have a demo, do what it takes to make one.
- If you can't, you're either famous (so you don't have to) or you should make a premium game.

2. Your partners' tech chops are key

- Partner infrastructure and their skill with it determines your game's performance and performance underlies everything
- You should be vetting the publishers, too.

3. Make sure your entire plan isn't predicated on one unprovable assumption

- Don't fall in love with ideas that only work when they're your game's core...everything must be changeable.
- You can test to see if you're doing this – which is another great reason you *need* a game model.


THE END
FOR REAL





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